



API Quick Start Guide

API Quick Start Guide

Our API

The Macorva CX platform provides a set of Application Programming Interfaces (APIs) to help users to integrate the Macorva platform with their own legacy databases. API connections can be used to streamline workflows and dataflows in a variety of ways:

- Automate sending Macorva CX surveys via SMS or email
- Collect experience inputs for Macorva CX surveys
- Generate survey QR codes to print on receipts
- Embed surveys in your mobile app or web-based customer portals
- Import and routinely sync company org chart data
- Copy Macorva CX results into customer records

Common integrations

CRM



ERP



POS



HRIS



API Quick Start Guide

Tools needed to start

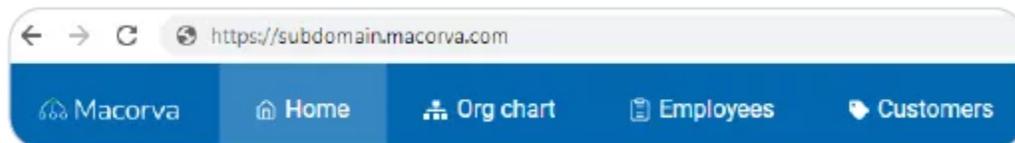
You will need tools to call the APIs. Most development teams use Postman or cURL. These tools help you learn how to work with the API to make writing code fast and easy. Postman also saves your library of API calls so your tests turn into sample code automatically.



What you need from the Macorva platform

APIs are used to send new surveys or get information about existing surveys, so you need to make sure you have surveys defined in Macorva. Go to **Configuration** -> **CX Surveys** to see the list of surveys you have created. You also need to create a survey ID for testing. While you can get a list of available survey IDs through the API, you cannot use the API to create new surveys. This must be done in the Macorva survey configuration page.

You will also need to know your subdomain (ie, <https://{subdomain}.macorva.com/>).



What you need from Macorva support

Contact Macorva's support team (support@macorva.com) to obtain your API key. This is needed for HTTP basic authentication used to access the API via a properly formatted "Authorization" header. All requests should be made using HTTPS URLs. Any requests made to the HTTP equivalent route will return an error status code to discourage the transmission of unencrypted credentials.

[Contact support](#)

API Quick Start Guide

Example: Sending a customer survey via email

Note: In these examples, please replace {subdomain} with your institution's subdomain, and {api_key} with the API key given to you by Macorva's support.

This example sends the “northside_retail” customer survey with 2 employees to the email “test.customer@example.com”:

cURL

```
curl --request POST 'https://{subdomain}.macorva.com/api/v1/customer/feedback-requests/deliver/'
--header 'Authorization: Basic {api_key}'
--header 'Content-Type: application/json'
--data-raw '{
  "customer_email": "test.customer@example.com",
  "survey_id": "northside_retail",
  "employee_ids": ["male-5", "female-8"]
}'
```

Result

```
{
  "survey_id": 19594,
  "survey_url": "https://demo.macorva.com/cx/azdK7Ka"
}
```

API Quick Start Guide

Example: Subscribe to your server to listen for survey results

cURL

```
curl --request POST 'https://{subdomain}.macorva.com/api/v1/customer/hooks/'
--header 'Authorization: Basic {api_key}'
--header 'Content-Type: application/json'
--data-raw '{
  "url": "https://macorva-customer.com/survey-completed-listener/",
  "event_type": "survey.completed"
}'
```

Result

```
{
  "id": 1,
  "url": "https://macorva-customer.com/survey-completed-listener/",
  "event_type": "survey.completed"
}
```

A JSON payload like this example will be delivered to the URL provided when a customer completes a survey:

```
{
  "id": 1,
  "event_type": "survey.completed",
  "object_id": 12345
}
```

API Quick Start Guide

Example: Get information about a completed survey

Once you have an object_id (12345 in this example), you can get full information about what the customer filled out.

cURL

```
curl 'https://{subdomain}.macorva.com/api/v1/customer/feedback-requests/12345/' --header 'Authorization: Basic {api_key}'
```

Results

```
{
  "id": 12345,
  "status": "C",
  "customer": {
    "id": 936,
    "email": "test.customer@example.com",
    "phone_number": ""
  },
  "survey": {
    "id": 1,
    "id_external": "northside_retail",
    "name": "Northside Retail"
  },
  "survey_attributes_flattened": "Fast, Clean, Organized, Pleasant",
  "survey_rating": 5,
  "comments": "I really enjoyed my experience here - will visit again soon!",
  "notes": "",
  "created_on": "2020-12-17T14:44:23.621624-06:00",
  "sent_on": "2020-12-16T16:53:00-06:00",
  "completed_on": "2020-12-17T14:44:23.619848-06:00"
}
```


For more information,

macorva.com

info@macorva.com

+1 (713) 965-7560

**Macorva, Inc.
4615 Southwest Fwy, STE 330
Houston, TX 77027
USA**

